

U.S. DEPARTMENT OF COMMERCE PATENT AND TRADEMARK OFFICE				ATTY. DOCKET NO. DEM1P001		SERIAL NO. 09/741,958	
LIST OF DOCUMENTS CITED BY APPLICANT TO COMPLY WITH 37 C.F.R. 1.56				APPLICANT Neal et al.			
				FILING DATE 12/20/2000		GROUP 3628	
U.S. PATENT DOCUMENTS							
EXAMINER INITIAL*		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
/A.R./	AA	7,062,447	06/13/06	Valentine et al.			
	AB	2004/0243432	12/02/04	Kelly et al.			
	AC	2005/0108070	05/19/05	Kelly et al.			
OTHER DOCUMENTS <i>(Including Author, Title, Date, Pertinent Pages, Etc.)</i>							
	CA	Mulhern et al. "Measuring Market Response to Price Changes: A Classification Approach". J BUSN RES 1995:33,197-205.					
EXAMINER /Akiba Robinson Boyce/				DATE CONSIDERED 03/29/2008			
*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.							